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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/709,211	11/09/2000	Gregg Williams	20508-000100	2557
51111	7590	09/25/2006	EXAMINER	
AKA CHAN LLP 900 LAFAYETTE STREET SUITE 710 SANTA CLARA, CA 95050			TARAE, CATHERINE MICHELLE	
			ART UNIT	PAPER NUMBER
			3623	

DATE MAILED: 09/25/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No. 09/709,211	Applicant(s) WILLIAMS ET AL.	
	Examiner C. Michelle Tarae	Art Unit 3623	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 07 July 2006.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-48 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) 1-48 is/are allowed.
- 6) ☒ Claim(s) _____ is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on July 7, 2006 has been entered.

Claims 1-28, 33, 35-37, 39-42, 47 and 48 have been amended. Claims 1-48 are currently pending.

Response to Amendment

2. Applicant's amendments to claims 1-28, 33, 35-37, 39-42, 47 and 48 are acknowledged.

Response to Arguments

3. Applicant's arguments are moot in view of the new grounds of rejections provided below.

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 1-48 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chaudhuri et al. "An overview of data warehousing and OLAP technology," *ACM SIGMOD Record*, 1997.

As per claim 10, Chaudhuri et al. discloses a method for analyzing marketing information comprising:

receiving a plurality of marketing information and archiving the plurality of marketing information into a repository (page 14, bottom of left col.; Marketing and sales information (i.e., data marts) are used for analysis.);

retrieving from the repository a plurality of selected marketing information (page 14, bottom of right col.; The data marts are stored on data warehouse servers. The data marts are retrieved when analysis of the data marts is desired.);

transforming the plurality of selected marketing information into a plurality of transition table format information (page 14, bottom of right col.; page 15; The data in the data marts are received from operational databases and external sources, then are cleansed and transformed, and thus, are in transition table format.);

populating a facts database with the transition table format information to produce at least one of a plurality of facts tables with a summarization of the transition table format information, wherein the facts tables are structured hierarchically (page 17, right col.; page 18, left col.; The database includes a facts table that summarizes the data in the data marts (i.e., transition tables).);

denormalizing the summarization of the transition table format information to produce a plurality of denormalized information, said denormalizing comprising populating selected information from at least one of a plurality of facts tables, stored in a facts table database, to a key table, stored in a groupings tables database, wherein the denormalizing further comprises propagating the selected information from one table to another, each of the tables being at a different level of a hierarchical structure based on the hierarchy of the facts tables (page 17, right col.; page 18, left col.; The fact table acts as a key table as each tuple in the fact table consists of a pointer, or key, to each of the transition tables. Figure 3 shows denormalized data using the dimension tables.); and

providing a report based upon the denormalized information, wherein the report references the key table and not the at least one of the plurality of facts tables (page 18, bottom of right col.-page 19, top of left col.; Reports are generated using join indices, which match foreign keys to their primary keys.), the at least one of the plurality of facts tables includes at least one of a source category table, a source table, a campaign table, or a panels table (Figure 3; The fact table includes product and salesperson, or source, data.).

While Chaudhuri et al. does not expressly disclose using direct marketing subscription information, Chaudhuri et al. does disclose using data marts, which are departmental subsets focused on selected subjects, such as marketing and sales information (page 14, bottom of left col.). Additionally, the direct marketing subscription information amounts to merely non-functional, descriptive data as it does not affect how the steps of the method are performed or how the structural elements of the system function. The recited method steps would be performed the same regardless of the type of data. Further, the structural elements remain the same regardless of the type of data. Therefore, the type of data does not provide a patentable distinction over the prior art. Thus, this descriptive data will not distinguish the claimed invention from the prior art in terms of patentability, see *In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F.3d 1579, 32 USPQ2d 1031 (Fed. Cir. 1994); MPEP § 2106. Accordingly, at the time of the invention, it would have been obvious to a person of ordinary skill in the art for the system of Chaudhuri et al. to use direct marketing subscription information as Chaudhuri et al. expressly discloses using data marts, which are data specific to an organization's department such as a marketing department (page 14, bottom of left col.). Direct marketing subscription information is merely a specific type of marketing data useful to a marketing department that conducts direct marketing to subscribers. Thus, the system of Chaudhuri et al. would be beneficial to marketing departments that conduct direct marketing to subscribers as the system of Chaudhuri et al. would enable marketing managers/analysts to make better

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and faster decisions about their direct marketing strategies through Chaudhuri et al.'s data warehousing techniques (page 13).

As per claim 11, Chaudhuri et al. discloses the method of claim 10 further comprising:

receiving input of at least one criteria for at least one of a plurality of reports and providing the report based upon the denormalized information according to the at least one criteria (page 17; Stored procedures, or managed queries, are used to generate reports on the denormalized information. The stored procedures, or managed queries, may generate reports on a variety of criteria.).

As per claim 12, Chaudhuri et al. discloses the method of claim 10 further comprising:

receiving input of at least one criteria for at least one of a plurality of tables and configuring the at least one of the plurality of tables based upon the at least one criteria (page 17; page 18, right col.; page 19, top of left col.; Ad hoc SQL queries (such as index and join operations) are also used to manipulate the tables.).

As per claims 13 and 14, Chaudhuri et al. discloses the method of claim 10, further comprising: implementing authorization and access procedures (page 21, left col.; Metadata and warehouse management is used to manage user profiles, authorization and access control policies.). Chaudhuri et al. does not expressly disclose receiving input of at least one of a username and a password, verifying whether the input of the at least one of a username and a password corresponds to a user authorized to access reporting procedures and providing access to reporting procedures

to the user if the user is determined to be authorized. However, the use of usernames and passwords as a means to control access to data so that only authorized users access the data is old and well known in the art. Since Chaudhuri et al. teaches implementing authorization and access control policies, at the time of the invention, it would have been obvious to a person of ordinary skill in the art for the system of Chaudhuri et al. to implement username and password procedures to verify that a user is authorized to access data because doing so enhances the existing objective of the system of Chaudhuri et al. to ensure that only authorized users access the data.

Claims 1-9 and 15-48 recite substantially similar subject matter to claims 10-14 above. Therefore, claims 1-9 and 15-48 are rejected on the same basis as claims 10-14 above.

Conclusion

6. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

- Colby et al. (U.S. 6,480,836) discusses generating candidate views for a database;
- Rauer et al. (U.S. 6,161,103) discusses creating aggregates for use in a datamart;
- Bakalash et al. (U.S. 6,385,604) discusses relational database management;
- Shah et al. (U.S. 7,080,090) discusses star schema multi-dimensional data warehouse;

- Bock et al. "Benefits of Denormalized Relational Database Tables," 1996
Proceedings of the Decision Sciences Institute, 1996 [retrieved from Internet]
discusses denormalizing database tables;
- "Chapter 20 Database Design Issues," *Microsoft SQL Server DBA Survival Guide*
– Chapter 20, 1997 [retrieved from Internet] discusses denormalizing database
tables;
- Golfarelli et al. "The Dimensional Fact Model: A Conceptual Model for Data
Warehouses," IJCIS, 1998 [retrieved from Internet] discusses denormalizing data
in a database.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to C. Michelle Tarae (formerly, C. Michelle Colon) whose telephone number is 571-272-6727. The examiner can normally be reached Monday – Friday from 8:30am to 5:30pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq Hafiz, can be reached at 571-272-6729.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should

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you have questions on access to the Private PAIR system, contact the Electronic
Business Center (EBC) at 866-217-9197 (toll-free).

A handwritten signature in black ink, appearing to read "C. Michelle Tarae". The signature is fluid and cursive, with the first name "C." being small and the last name "Tarae" being larger and more prominent.

C. Michelle Tarae
Patent Examiner
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September 15, 2006